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Industry predicting softer '89

Global makers eye new markets

Overseas auto industry executives, while seeing a softening in the global auto market in 1989, are generally optimistic on the prospects for their individual companies in the years ahead.

While satisfied with the performance in their home markets, they are also sniffing out new opportunities in emerging markets and are keeping a keen eye on Europe as it heads toward market unification in 1992.

That overview comes from a series of exclusive interviews with top automotive executives around the globe.

Participating in the Overseas Focus section that begins on page 29 are Ford of Europe Chairman Alex Trotman and President Louis Lataif; Toshihiro Tajima, president of Fuji Heavy Industries; Xavier Karcher, chief executive of Automobiles Citroen; Burkhard Welkener, commercial executive director and deputy managing director of Shanghai Volkswagen; Tadashi Kume, president of Honda Motor Co.; John Smith, executive vice president of GM overseas operations; and Toyoo Tate, president of Mitsubishi Motors Corp.

While focused on competition within their home markets, many makers are increasing their dependence on exports and transplant operations.

Honda, for instance, is counting on its U.S. assembly operations in Ohio as a base for exports of some product to non-North American markets.

GM is counting on Europe for more exports and sees opportunities for an increased market presence in Taiwan, Japan and South America.

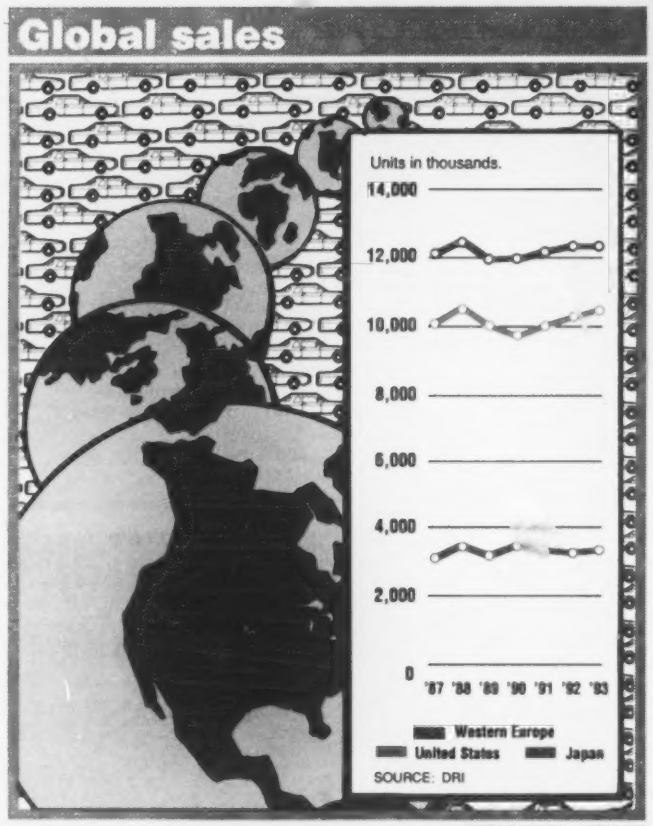
Mitsubishi is relying on its recent public offering to fund new products, recruit new talent and strengthen its position as a supplier to local automakers in Southeast Asia.

Fuji Heavy Industries is looking to France as a site for vehicle production, and is hopeful that its tie-up with Isuzu for joint production in the United States will lead to future projects between the two.

Meanwhile, China is set to grant one of three automakers there a contract to construct and operate a 300,000-unit assembly plant as the first step in the country's goal to produce a million units annually by the end of the century.

But the big prize remains Europe. Despite predictions of a slight downturn in sales next year, European demand is for more than 12 million cars per year.

see OVERSEAS, page 29



AUTOMOTIVE NEWS / LANCE BRAYER

World sales dip in '89

Study forecasts declines in big markets

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

Worldwide new-car sales will fall in 1989 as Europe and Japan suffer their first declines since 1984 and the United States market slips from this year's level.

In its World Automotive Forecast Report, the London-based DRI-Europe research group projects world car demand at 33.09 million units in 1989, down 3.5 percent from the record 34.28 million projected for 1988.

DRI-Europe forecasts that in 1990, the world market will recover 1.2 percent to 33.49 million car sales, based on renewed growth in Europe and Japan.

Other economists and automotive analysts said last week that they, too, look for a softer year ahead in the United States, although most predicted the market will not bottom until 1990.

World demand this year is expected to rise by 5.0 percent from 1987 levels as auto markets in all major regions of the world grow. But next year's decline in the three main market areas — the United States, Europe and Japan, will offset continued growth in Latin

see WORLD, page 81

Rebate snafu leaves GMC buyers waiting

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

GMC truck buyers are waiting up to five months to get payments from a summer ad campaign that promised them $300 on S-15 pickups and Jimmys and $500 on new Sierras.

GMC is mum on the number of customers who are still waiting for their GMC Truck Cash Back Bonus payments, but a company spokesman conceded the campaign was so popular that it caused the company more than a few headaches.

The bill to GMC could reach into the millions of dollars, however. GMC reported sales of more than 45,000 units for the three vehicles from May 23 to July 31 — the period specified by various ads as the time during which delivery must have been taken to be eligible for the factory-direct rebates. If GMC were forced to pay rebates on all those vehicles, the cost would surpass $17 million.

The ads did not specify a date by which a customer must request the rebates; however, a recorded message now playing when a person calls an 800 telephone number listed on the ads tells customers that the promotion expired Aug. 21. It tells callers to dial a second telephone number if they are having difficulty receiving their bonuses.

The ads also gave an address in Clifton, N.J., to which customers could write for the rebate certificate.

Clifton Postmaster Joseph M. Gondola said the box was rented by LCS Industries in Clifton and terminated Oct. 11 without a forwarding address. Any letters arriving at the post office box after Oct. 11 have been returned to sender or put in the dead letter file, he said.

LCS was the firm hired to administer the program.

Part of the delay in issuing rebate checks involves an investigation into which customers are entitled to bonus checks because some dealers reported the trucks sold on the wrong dates.

"There were questions about trucks and dealer manipulation of data," said Ed Bachman, division president — lead fulfillment at LCS. "Dealers may or may not have entered a sale in a given month or registered information properly."

New York-based McCann-Erickson, GMC's advertising agency, deferred questions on the promotion to its client.

McCann-Erickson also declined to say how many buyers applied for the bonus certificate from LCS or how many buyers have failed to receive their checks.

"There are delays that are no way the fault of GMC dealers," said a GMC spokesman.

The promotion has been troubled for several months due to the huge response by customers, he said.

"An outside firm was administering the program, and the response was triple to quadruple what was anticipated," the GMC spokesman said. "As a consequence, there were unforeseen problems administering it."

Customers called the toll-free number or wrote to the box num-

see GMC, page 78

Soviets sign pact to export to U.S.

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Amid the hoopla surrounding last week's summit meeting between President Reagan and Soviet Premiere Mikhail Gorbachev, a Soviet trade show opened showing two vehicles that may someday be sold in the United States.

And the first vehicle contract between the two countries was signed sending 25 Soviet-built mining trucks to a U.S.-based distributor.

Gorbachev was scheduled to open the Soviet Export Goods Exhibition but cut short his visit due to the disastrous earthquake in Soviet Armenia. The trade show and truck contract signing between New York-based Global Technology Group and the Soviets had been moved up a week to coincide with the summit.

Okhta-NAMI: seven-seat concept car

DENEE TARNEY

Vladimir M. Kamentsev, vice chairman of the Soviet Council of Ministries and chairman of the State Commission for Foreign Economic Relations, opened the

see SOVIET, page 80

Mitsubishi, Dodge plan 'baby Ferrari'

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Dodge and Mitsubishi Motor Sales will introduce a high-powered four-place sports car built by Mitsubishi and imported from Japan during the 1991 calendar year.

The sport coupe is based on a new platform being developed by Mitsubishi and is fitted with a 380-horsepower, twin-turbo V-6 engine.

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Cleveland deals agree not to limit hours Page 6
Tighter emission, CAFE recommended Page 78

NEWSPAPER

U.S. vehicle sales rise 7% in Nov.

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

U.S. car and light-truck manufacturers finished November with a strong sales performance and a 7.21 percent gain over last year.

Combined U.S.- and import-car sales rose 8.02 percent ahead of last November, overshadowing U.S. and import light-truck gains of 5.54 percent above November 1987. The seven U.S. automakers reported a 13.60 percent surge in domestic-car sales, offsetting a 2.99 percent decline in import-car sales for the month.

Stepped-up incentives, restyled 1989-model cars and trucks, and fresh advertising and marketing programs were among factors that led to the November sales upswing.

"I think we will begin to see more new incentives and more trimming of production schedules. Ford just sent out a sheet that showed about 70 percent of its products had incentives. They seem to be matching GM's incentives with cash rebates," said David Healy, analyst, Drexel Burnham Lambert, New York.

Another auto analyst, Ted Sullivan, Wharton Economics, Bala Cynwyd, Pa., said the market will continue to heat up with incentives. But he cautioned, "We have recalculated our forecasts and have sales dropping. Except for the last 10-day rates, we think they will continue to worsen." He predicted, however, that gradually rising incentives will put a floor on how much sales will drop.

Commenting on the need for incentives, Ford Motor Co. analyst Ray Windecker said incentives have "virtually become a way of life."

"My only concern is in regard to the emotional impact of questions like 'Are the auto manufacturers being too ambitious? Will there be a slowdown? Technically, there is no bad news yet," Windecker said.

This year, November's combined car and light-truck sales of 1,166,806 surpassed last year's total of 1,088,353 by 78,453 units.

Domestic carmakers delivered 552,049 cars, up from 485,968 in 1987. General Motors was a top performer for the month, although

see SALES, page 24

AUTOMOTIVE NEWS/JOE WILSEREIS

Young represents the all-important "voice of the consumer"

GM's image architect

Young molds identity for each car family

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

General Motors' car-making divisions have begun to clarify their brand identities and further differentiation among the divisions is expected to come from new products in the 1990s.

But, the architect of GM's brand equity plan stresses that all GM divisions must concentrate on differentiating core products first, rather than trying to develop exclusive, image-type vehicles to make a statement about the division.

Shirley Young, GM's new vice president of consumer market development, is in charge of the plan to determine and build upon the unique identity of each division.

"There has to be a clarity of vision and an organization of understanding; they (the divisions) have gone to that level of understanding," said Young, an articulate, Shanghai-born New Yorker.

She represents the all-important "voice of the consumer" in GM's four-phase product development program and reports directly to GM's executive committee.

Young should know. She arrived at GM five years ago to help the corporation sort out its branding problems at a time when Cadillacs didn't look like Cadillacs and consumers saw little difference between an Oldsmobile and a Buick.

It was Young who proposed in 1986 a brand equity program by which each division would search its roots for a identity. GM's executive committee listened to her and later Young's plan became the basis on which all future products were based.

In June, GM hired her as their vice president of consumer market development, a new position. Instead of spending one day a week at GM as a consultant, Young is a full-time employee.

Young also works on special marketing projects for the divisions, including brand positioning, and helps the corporation in price marketing, including promoting option packages.

Since her 1986 brand equity presentation, Young has seen her vision pay off. She points to Buick as one example of how the idea has worked. Buick, according to Young, had a difficult time finding a position relative to the other divisions.

"It said 'I'm not going to be the most expensive or the most exciting, I'm not going to be the standard of the world,'" said Young, noting Buick's product lineup at that time ranged from "hot" looking Grand Nationals to conservatively styled Rivieras.

Buick went back to its roots to find its premium American road car image, a position Young calls "a courageous and correct position" for Buick.

"They captured something less

see YOUNG, page 78

Big 3 abandoning ESOP programs

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Nearly 800,000 salaried and hourly U.S. auto workers will lose their Employee Stock Ownership Plans (ESOP) established under the 1975 Tax Reduction Act next year when the Big 3 terminate the programs.

The stock plans are being dissolved because the federal government has phased out ESOP tax advantages for corporations.

"The federal government, through changes in the tax laws, has made ESOPs obsolete as an employee benefit," said a General Motors spokesman.

Automakers have notified employees of plans to halt the ESOPs and will ask them to decide among several options, including cash payouts or rolling their shares into other employee stock programs.

In a letter to employees last week, GM cited repeal of several provisions for payroll tax credits in the Tax Reform Act of 1986 as the reason for halting the program.

By terminating the program in 1989, employees who take cash payouts will be exempt from a 10 percent additional tax on distributions. The companies said the number of shares due each employee differs due to length of employment and other factors, so it is difficult to compute an average.

"We recognized that it had to happen due to the tax law changes and asked the companies to do it at the most advantageous time for employees, and it appears that they have," said a UAW spokesman.

A GM spokesman said 544,000 workers will be affected by termination of the ESOP. The automaker announced Friday that employees will receive roughly $51 million in cash dividends based on current holdings of $877 million in GM common stock purchased for them by the company. There is just under 12 million shares of GM stocks in the ESOP.

Following the distribution of ESOP assets next year, GM officials say that payouts and cash dividends to hourly and salaried workers will probably exceed $1 billion.

Ford Motor Co.'s ESOP has current holdings of $800 million on 16 million shares, with a distribution to employees set for the second quarter of 1989. A company spokesman said 171,000 employees will be affected. Ford will distribute $36 million in dividends to employees this month.

Chrysler Corp. said 96,000 employees will be affected. A spokesman said the ESOP has holdings of roughly $100 million on 3.8 million shares in its ESOP. Chrysler will distribute $3.8 million in dividends to employees this month.

ESOPs were originally encouraged under tax laws to foster employee stock ownership. Companies received tax benefits for establishing them.

Established in 1975 for salaried employees and in 1979 for hourly employees, company contributions were funded through tax credits, which most recently amounted to one-half percent of each employee's earnings. These payroll tax credits were repealed in 1986.

More recently, ESOPs have been established by many companies to place huge blocks of stock into friendly hands to avoid takeover efforts by raiders.

All three automakers have other employee stock programs into which employees can roll over their ESOP stock.

Corrections

A headline in the Dec. 5 edition of Automotive News incorrectly said that the confidentiality pact signed by Ford Motor Co. and the Soviet Union was believed to call for Scorpio production in the Soviet Union. Although the parties are working toward that goal, the pact actually covered only the exchange of technical information between the parties.

A story in the Nov. 21 edition incorrectly stated that the Tucker automobile featured a hydraulic torque converter that transmitted power directly to the wheels. While the original plans for the car called for such a device, the finished Tucker featured a transmission based on a Cord.

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Reuss: Enough capacity for Oldsmobile truck

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors will allow Oldsmobile to sell a version of an upcoming four-door sport-utility vehicle or an all-purpose van only if it represents plus business for the automaker.

Reuss

Lloyd Reuss, GM executive vice president in charge of North American Automotive Operations, said no decision has been made concerning Oldsmobile selling a truck-type vehicle.

GM is considering a variety of truck-type vehicles to be sold through Oldsmobile, but those receiving the most serious consideration are a version of the four-door Chevrolet S-10 Blazer/GMC S-15 Jimmy and a version of the Chevrolet Lumina/Pontiac Trans Sport APV, a plastic-bodied passenger van based on the A-car platform. A four-door Blazer/Jimmy is due in the 1991 model year; the APV goes into production as a 1990 model in the spring of 1989.

Under the Oldsmobile proposal, the vehicles wouldn't change substantially. They would be renamed and badged as Oldsmobiles and interiors would be upgraded to fit Oldsmobile's upscale image.

When Chevrolet and GMC dealers discovered that GM executives were considering the proposal, they launched a massive letter-writing campaign in opposition. They do not want Oldsmobile dealers to compete against their own truck lineups.

Speaking to the Detroit Auto Writers Group last week, Reuss said GM received so many letters he quit counting just how many.

He said that some of the letters contained erroneous assumptions by dealers. For one, many of the letters assumed that a-product was being taken away from GMC and Chevrolet dealers, he said. Instead, a four-door sport utility — an addition to the current line — for example, would go to GMC and Chevrolet dealers as well as Oldsmobile dealers.

Some dealers were concerned that GM does not have the capacity to meet the needs of Chevrolet and GMC dealers and that including Oldsmobile would cause further availability problems. Reuss said GM has capacity plans not known to dealers, although he did not detail those plans. GMC and Chevrolet dealers will receive all of the vehicles they can sell, he said.

Regarding other truck plans, Reuss said GM is considering a plan to build its next-generation full-size van, now built on the G-body platform, on the C/K full-size pickup truck platform.

GM already has said it will build the next-generation full-size Blazer and Suburban based on the C/K platform. Reuss said a decision as to where those models will be built will be made in the first quarter of 1989. The competition is between GM plants in Flint, Mich., and Janesville, Wis.

Reuss said GM cannot, however, build its smaller sport-utility vehicles and trucks from the C/K platform. Those models, the S-10/S-15 Chevy Blazer and GMC Jimmy, will stay on the S-body platform. Ford Motor Co. is currently studying whether it can build both compact and full-size trucks from a single base, which would be stretched or widened to fit the various products.

Reuss also said that GM will introduce a commercial version of its APV. The Chevrolet and Pontiac APVs will be unveiled at the North American International Auto Show in Detroit next month.

Mack's new CH600 part of 5-year development program

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

ALLENTOWN, Pa. — Mack Trucks' $500 million capital expenditure program has yielded a new series, the CH600.

John B. Curcio, Mack's chairman of the board and chief executive officer, said the line would be followed next year with a new, 12-liter engine, then with a new version of the "Baby 8" CM400 series and, finally, by a new low-entry-cab model.

Mack will complete its model updating program in 1992.

Meanwhile, the company also has invested more than $100 million in modernizing its powertrain plant in Hagerstown, Md.

Curcio said the Dec. 1 introduction of the CH600 capped a five-year, $60 million design and development effort. The CH600 replaces the R model and is built at Winnsboro, S.C.

The plant, the subject of an organizing dispute between Mack and the UAW, uses the latest in technological innovations such as bar coding, laser scanning and automated storage and delivery.

Mack closed its Allentown plant last year after deciding it couldn't be updated cost-effectively.

T.L. Warmkessel, director of marketing product planning, said the CH600 represented the first time any truck manufacturer has developed a plant and a product for each other.

Company officials said the Winnsboro plant is building a total of 72 R, CH and DM model trucks per day.

The first 1,000 CH600s will primarily be used as demonstrators, said Joseph P. Rosetti, executive vice president, marketing.

The new model will be introduced to Mack's sales force in mid-January when pricing will be announced, he said.

The R model, which the CH600 replaces, had served a dual capacity. It was sold as both a highway tractor and also for light-duty dump, refuse and municipal applications. It gained weight and cost as a construction-oriented vehicle. The new CH600 is purely a highway tractor, according to Warmkessel. It was not designed to have the flexibility to serve other vocational markets, he added.

The new model will be introduced with Mack's E-6 engine, with horsepower ratings up to 350 hp. Late next year, Mack will offer in excess of 400 hp with its new E-7 engine.

Paul C. Ritter, senior vice president of sales, said the CH600 is targeted at four vocational areas: for-hire carriers, including smaller fleets and owner-operators; distribution; leasing; and manufacturing.

The areas represent more than 75 percent of U.S. heavy-duty truck sales, and Mack is aiming to increase its penetration in some of these key areas with the new series.

For example, there are seven segments that account for about 22 percent of industry sales. They include agriculture/forestry, manufacturing, distribution, services, construction, leasing/rental and for-hire.

Ritter said Mack is strongest in construction, with a 32 percent segment share; services, with a 20 percent share; and agriculture/forestry, with a 17 percent share.

However, its penetration in the biggest segments of the market, including leasing and for-hire, is considerably lower.

Ritter said leasing and rental trucks accounted for 21.4 percent of the market in 1982, which has grown to 28 percent by 1988. But, during that same period, Mack's share of this segment declined from 12.8 to 6.1 percent.

Similarly, the for-hire segment grew from 33 percent to 35 percent during that same period, while Mack's share of it fell from 18 percent to 13.5 percent.

Mack's market share grew slightly in the manufacturing sector, but fell in the distribution segment, which has been off industrywide, he said.

Mack launches first new truck line in 2 decades

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

ALLENTOWN, Pa. — The new CH600 is the first all-new line from Mack Trucks since its predecessor, the R model, was introduced more than 20 years ago.

Mack touts its new flagship as "the first all-new, heavy-duty truck of the 1990s."

Company officials said the new model is designed from the ground up as a "driver's truck," with features to make it more comfortable, safer and easier to drive and maintain.

The new truck has 20 percent more interior room than the R, as the cab is a foot wider and offers four inches of additional headroom.

Luxurious interiors in the new model are designed to lure owner-operators, a segment in which Mack's market penetration has been low.

There are four levels of interior trim available with the Elite Series having the most extras. The optional interiors include items usually found in luxury cars, like a cherry wood-grain panel, leather steering wheel cover, leather door panels and a cellular telephone.

"If we can't attract the owner-operators with these interiors, then we don't deserve the business," said T.L. Warmkessel, director, marketing product planning.

Initially, the CH600 will be fitted with Mack's E-6 engine, a six-cylinder diesel with chassis-mounted air cooling, free-

ers MACK, page 18

U.S. trucks maintain hot pace in Nov.

Domestic truck sales maintained their record-setting pace in November. U.S.-based manufacturers continued to increase their share of the burgeoning market.

Overall, the industry retailed 376,035 light-duty vehicles in November, 5.54 percent more than the 356,300 of like 1987.

Eleven-month sales totaling 4,474,519 similarly maintained a strong 4.47 percent gain over last year's record-setting pace of 4,282,944 units.

U.S.-based manufacturers captured 87.02 percent of the market in November, up from the 84.01 percent share they held a year earlier.

For 11 months, their market share of 85.51 percent was also up sharply from 81.21 percent a year ago.

Chevrolet, GMC and Jeep were responsible for all the gains on the domestic side, while Isuzu was the lone importer with a sales gain.

Chevrolet, buoyed by the continuing rise in popularity of its full-sized C/K pickup series, had a strong 23.00 percent overall gain in November on sales of 107,104 light-duty models.

Similarly, GMC, with 29,218 monthly sales, had a 26.96 percent increase in its total.

Jeep's sales of 22,428 trucks in the month were up 15.31 percent over a year earlier.

Ford sales were off marginally, 114,112 versus 115,013 in 1987.

The company's deficit would have been greater if sales of its Class 4 Super Duty models were excluded. No breakout of Super Duty sales was available. They have been accounting for about 2,000 sales monthly.

Chrysler's 54,362-unit performance was also slightly off from last year.

LIGHT-DUTY TRUCK SALES

	Nov. 1988	Nov. 1987	11 Mos. 1988	11 Mos. 1987
Vans	14,716	14,648	174,883	171,080
Aerostar	14,199	10,407	169,819	148,996
Club Wagon	2,473	2,548	25,601	24,867
Ranger	20,841	22,917	280,936	283,776
Bronco	5,296	5,167	49,661	48,720
Bronco II	9,038	10,158	114,684	111,063
Pickups	47,550	49,170	522,729	502,339
Ford	**114,112**	**115,013**	**1,388,336**	**1,274,344**
Vans	7,321	9,135	113,604	104,318
Sportsvan	758	858	11,573	10,998
Geo Tracker	739	0	1,259	0
Astro	9,922	11,280	146,749	137,444
S-10	18,764	14,815	230,251	206,493
S-10 Blazer	17,824	9,865	166,875	141,797
El Camino	0	610	420	13,369
Blazer	2,476	2,794	24,734	28,273
Suburban	5,847	5,090	60,678	52,895
Pickups	43,433	32,830	472,251	380,375
Chevrolet	**107,104**	**87,875**	**1,227,391**	**1,075,962**
Vans	4,885	3,790	54,896	60,067
Ram Wagon	1,907	2,178	23,791	27,834
Voyager	13,998	12,021	176,993	127,430
Caravan	14,952	14,331	192,502	138,283
Mini Ram Van	1,212	1,243	17,906	12,561
Ram 50	3,041	3,601	50,443	61,778
Raider	919	1,454	7,106	18,384
Ramcharger	1,440	1,784	17,386	21,699
Dakota	6,482	6,198	86,264	92,214
Pickups	5,526	8,172	75,155	88,853
Chrysler	**54,362**	**54,772**	**702,490**	**648,123**
Vans	3,045	2,950	42,584	34,852
Safari	2,128	2,398	31,016	29,269
S-15	4,144	2,729	48,648	44,525
S-15 Jimmy	4,303	2,851	40,549	34,291
Jimmy	765	740	6,976	7,621
Caballero	0	95	60	1,647
Suburban	1,960	1,617	20,738	17,189
Pickups	12,407	8,911	130,815	103,670
P Model	228	602	3,846	5,165
W-4	148	120	1,424	1,374
GMC	**29,218**	**23,013**	**325,696**	**279,603**
Wrangler/CJ	3,791	2,793	38,561	27,212
Wagoneer	850	995	8,243	11,367
Cherokee	13,975	11,172	135,581	99,582
Grand Wagoneer	1,317	1,566	13,096	12,640
Comanche	2,495	2,864	36,808	34,713
J-10/J-20	0	60	221	1,257
Jeep	**22,428**	**19,450**	**231,942**	**186,771**
Toyota	17,604	18,546	227,647	278,775
Nissan	12,302	16,008	155,282	201,121
Mazda	5,770	6,969	86,906	115,261
Isuzu	6,199	5,553	81,649	82,134
Mitsubishi	3,353	4,478	40,214	47,683
Suzuki	1,444	5,062	53,454	76,257
Subaru	0	14	10	1,286
Range Rover	180	327	2,983	2,205
Imports	**48,911**	**58,977**	**648,145**	**804,761**
Industry Total	**376,035**	**356,300**	**4,474,519**	**4,282,944**

Compiled by Karen Dabrowski

From RVs to buses

Deere chassis aim at commercial market

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

LOUISVILLE, Ky. — John Deere's vehicle assembly division, having tasted success with its RV chassis, is planning a push into the commercial side of the chassis market early next year.

Deere sold about 9,000 RV chassis to motor home manufacturers in 1988, according to Connie L. Nichols, Deere chassis sales manager. It introduced two new RV chassis at the 26th annual RV Trade Show here including a front-mounted diesel-driven motor home chassis. All its RV chassis are now called "On/Voy."

But, because of heavier competition from Ford and GM, officials expect to sell only about 8,000 RV chassis in 1989 — even while making a strong bid for new business on the commercial side.

Deere displayed two new commercial chassis at the show, outfitted as Champion buses.

One of its chassis is a 6BT, 5.9-liter Cummins turbodiesel-powered model with an Allison AT 542 four-speed automatic transmission. The chassis is a derivative of one of the new RV chassis, according to Mark Andreae, vice president and general manager of Clarke Power Products, Deere's distribution and servicing arm. It has the same engine/powertrain combination as the RV model.

The other new commercial chassis is a 4BT Cummins turbodiesel model with a Borg-Warner five-speed transmission, designed for small step vans. It is aimed specifically at the bakery industry, Andreae said.

Continental Baking is in the process of receiving 51 prototypes of the new chassis vehicles, and Deere has orders for prototypes from most other major manufacturers in the bakery market, he added.

Manufacturers who will offer step-van bodies on the new chassis include Grumman, Utilimaster, Union City and others.

Deere is generally targeting the bakery, small-bus and, with the larger step vans, the transit/airport shuttle bus market.

It plans to officially introduce its new commercial chassis in the first quarter of 1989, and anticipates selling about 8,000 a year. That will put it into direct competition with Ford and GM.

Ford dominates the commercial cutaway chassis market, worth about 25,000 sales annually, and Chevrolet is the leader of the commercial stripped chassis market. Together the two markets are worth about 40,000 to 45,000 sales annually.

Andreae said company officials believe the market will "turn away from chopped vans (primarily supplied by Ford) and go to integrated body and chassis (such as its own units) because of the recent rise in chopped van prices and Ford's exit from the gasoline portion of it."

Ford expects to stop offering gas engines for all bus chassis applications when its new commercial/transit bus package becomes available, late in the 1989 model year or early in the 1990 model year. It will then offer only diesel-powered chassis for the bus market.

It has already started offering only diesels on its school bus chassis, according to Jerome Mittman, Ford Division RV sales manager.

Andreae believes Deere will have some product advantages with its new commercial chassis. For example, it has larger 14-inch, four-wheel disc brakes that last much longer than the typical 20,000-mile life of the chopped van's brakes in stop-and-go driving.

Deere has already been selling commercial chassis to Wheeled Coach, Kansas City Coach, Champion and Eldorado.

Its new chassis, however, are more specifically tailored to commercial bus manufacturers' needs, according to Andreae.

SALES

DOMESTIC CAR SALES

	Nov. 21, to Nov. 30, 1988	Same Period 1987	Oct. 1 to Nov. 30, 1988	Same Period 1987	Jan. 1 to Nov. 30, 1988	Same Period 1987
Alliance	0	991	0	1,995	4,418	23,649
Eagle	0	155	0	472	1,362	4,030
Premier	1,218	0	3,992	0	37,799	0
Total Eagle	1,218	1,046	3,992	2,167	43,579	27,679
Horizon	1,365	967	3,667	2,916	47,900	44,493
Sundance	2,373	1,997	7,570	5,127	61,041	70,089
Turismo	0	132	0	336	1,115	10,781
Reliant	2,177	2,988	7,157	9,749	103,741	96,161
Acclaim	1,173	0	1,557	0	1,557	0
Caravelle	73	766	299	2,661	12,750	33,189
Gran Fury	357	355	983	941	12,434	7,312
Total Plymouth	7,419	6,795	21,282	20,660	271,357	286,694
Laser	0	0	0	0	0	4,308
LeBaron K	96	889	313	3,228	19,662	51,914
LeBaron J	2,491	3,128	7,195	8,788	62,179	76,796
LeBaron GTS	192	810	547	1,784	14,992	28,748
70th Anniversary	812	1,541	1,970	5,110	34,426	62,636
New Yorker C	2,049	1,868	7,010	2,721	72,203	4,230
New Yorker E	0	741	48	2,182	14,515	46,107
Total Chrysler	6,281	6,235	17,643	23,623	203,973	306,749
Daval	1,393	714	3,812	2,213	24,139	35,197
Shadow	2,232	1,988	6,675	6,147	64,048	71,109
Charger	0	65	0	243	1,022	17,613
Daytona	1,353	1,372	4,497	3,578	67,974	36,957
Aries	2,969	2,732	8,087	8,945	95,479	99,316
Lancer	170	515	488	1,977	8,897	21,012
Spirit	889	0	792	0	792	0
Diplomat	429	314	1,084	1,146	18,977	11,778
Dynasty	2,898	368	8,491	812	71,507	1,313
Dodge 600	91	703	287	2,021	11,786	33,196
Total Dodge	11,585	8,326	33,581	25,861	417,412	317,694
CHRYSLER MOTORS	26,863	24,372	76,809	72,577	980,253	980,814
Escort	8,622	10,048	27,382	29,737	386,076	394,343
Mustang	3,708	4,219	11,001	12,144	157,393	161,234
Tempo	6,735	8,519	19,794	18,172	281,531	199,362
Taurus	9,178	10,717	28,021	25,186	343,083	322,328
Thunderbird	1,307	3,413	4,197	9,312	107,651	122,883
Probe	3,488	0	10,720	0	67,988	0
Crown Victoria	2,418	2,861	7,982	8,763	105,588	109,891
Total Ford Div.	35,417	37,860	109,327	103,323	1,389,205	1,280,041
Lynx/Tracer	1,329	1,709	4,117	4,983	65,088	64,170
Topaz	2,903	1,513	7,957	4,625	84,204	33,353
Sable	2,988	3,489	8,281	9,345	108,941	65,316
Cougar	765	2,821	2,438	7,228	68,849	103,474
Marquis	0	0	0	0	0	2,516
Grand Marquis	2,898	3,057	8,595	8,883	106,391	105,725
Total Mercury	10,581	12,949	30,978	34,072	449,754	429,449
Continental	2,074	46	5,609	161	41,110	10,662
Lincoln	2,995	4,689	8,199	10,694	111,288	115,129
Mark VII	747	910	2,057	2,443	20,585	25,282
Total Lincoln	5,429	4,675	15,864	13,298	172,983	151,073
Total L-M Division	16,087	17,524	46,842	47,370	622,737	580,645
FORD MOTOR CO.	51,434	55,374	156,149	150,693	2,021,952	1,860,586
Skyhawk	918	1,019	1,843	2,884	24,325	35,903
Somerset/Skylark	1,382	1,232	3,830	3,277	54,382	63,165
Century	5,144	2,866	12,155	3,434	119,167	136,778
Regal	3,462	2,671	9,044	6,965	114,099	63,862
LeSabre	4,076	2,918	10,185	7,947	129,589	130,347
Reatta	224	0	585	5,759	3,949	0
Electra	2,435	2,465	6,240	0	78,137	71,987
Riviera	888	168	1,578	977	9,915	15,392
Total Buick	17,995	13,989	44,999	36,013	533,468	509,451
Cimarron	94	269	243	628	5,852	11,788
Allante	51	133	145	349	2,042	2,241
Seville	1,112	997	2,381	1,903	20,269	19,456
DeVille	7,461	3,321	16,387	9,484	141,408	136,259
Brougham	1,726	1,899	3,523	4,557	43,079	52,746
Eldorado	1,288	769	2,769	2,145	28,470	19,007
Total Cadillac	11,699	6,779	24,267	19,081	241,821	241,499
Chevette	0	30	0	97	226	16,859
Nova	948	1,289	2,710	4,068	32,466	131,277
Cavalier	9,444	8,853	22,369	20,876	277,201	276,338
Camaro	3,598	1,629	9,842	5,819	91,899	110,410
Celebrity	7,578	6,484	20,742	19,123	231,371	253,947
Corsica/Beretta	6,198	4,788	22,788	13,368	203,015	195,415
Monte Carlo	161	1,418	927	4,811	28,098	69,239
Caprice	4,763	3,572	14,147	11,199	157,889	162,662
Corvette	489	881	1,388	2,181	21,771	23,208
Total Chevrolet	35,271	28,748	94,426	80,868	1,253,899	1,259,381
Firenza	91	370	175	1,008	6,309	16,057
Calais	3,491	2,089	8,371	5,814	97,883	85,481
Cutlass Ciera	9,124	4,727	15,716	14,009	221,535	229,582
Cutlass Supreme	4,777	1,998	10,204	5,028	105,797	66,462
Olds 88	4,428	3,510	11,588	8,858	148,110	159,033
Olds 98	2,303	1,586	5,823	4,788	67,802	64,455
Toronado	259	392	767	1,228	14,019	16,586
Total Oldsmobile	21,335	14,200	52,425	41,728	663,264	666,663
Fiero	180	888	636	1,937	23,323	36,857
Pontiac 1000	0	16	0	61	154	4,761
Sunbird	2,179	1,632	6,523	4,264	78,290	74,161
Firebird	1,243	1,400	3,788	4,023	54,361	69,083
Grand Am	4,872	6,071	16,236	15,119	208,956	197,980
Pontiac 6000	2,675	3,484	7,701	10,315	90,305	112,466
Grand Prix	3,136	578	8,778	1,478	92,792	13,907
Bonneville H	2,504	3,271	7,986	8,584	99,581	92,936
Pntc./Safari	139	220	362	686	6,264	9,497
Total Pontiac	16,933	16,359	51,619	47,447	654,106	614,567
GENERAL MOTORS	103,137	77,118	267,886	225,110	3,346,560	3,291,541
HONDA	14,642	11,812	33,601	24,913	344,198	287,426
Civic	6,454	2,356	14,873	4,252	113,565	77,416
Accord	8,188	9,456	18,728	20,661	230,633	210,010
MAZDA	1,285	267	2,561	528	26,754	666
NISSAN	3,243	1,678	6,667	4,906	104,243	114,218
TOYOTA	5,852	1,466	8,797	3,627	80,005	37,773
VOLKSWAGEN	0	1,729	0	3,514	24,930	57,547
DOMESTIC TOTAL	208,446	173,848	562,049	485,989	6,910,904	6,530,566
IMPORT TOTAL			238,722	246,085	2,803,655	2,856,256
INDUSTRY TOTAL			790,771	732,053	9,714,559	9,386,842

*—U.S.-built Volkswagen models sold after June 30, 1988, are included in import totals.

FROM PAGE 3

all seven U.S. carmakers reported gains.

Import-car sales slipped 2.99 percent to 238,722, from 246,085 in November 1987. Imports accounted for less than a third of the November car market this year. Big losers were Audi, Porsche, Chevrolet captives, Isuzu and Sterling.

The average daily selling rate for the month was 31,631, or 3.70 percent ahead of the 30,502 rate last November. There was one less selling day in November this year.

Car market shares were rearranged slightly in November. GM's share rose 2.61 percentage points, to 35.31 percent, while Ford's share slipped more than half a point to 20.50 percent. Chrysler Motors' dipped a fraction of a point to 10.89 percent. Honda's share dropped a quarter of a point to 8.08 percent. Toyota's edged up almost half a point to 7.93 percent. Nissan's inched up a fraction of a point to 5.11 percent, and Mazda's car share slipped a third of a point to 2.36 percent.

The biggest gain in unit sales was reported by GM. The giant car- maker's domestic and import car sales climbed 16.63 percent ahead of last November.

Ford's combined car sales rose 4.74 percent, and Chrysler delivered 5.86 percent more cars this year than it did last November.

Japanese-based automakers delivered 6.55 percent more import and transplant cars than in November 1987. The European carmakers sold 11.69 percent fewer cars than they did a year ago, and Korean car sales dipped 1.89 percent.

An infusion of incentives helped domestic car makers finish the month with a flourish.

The seven automakers producing cars in the United States began November with a 33.63 percent sales upswing compared with a year earlier. Sales fell 7.81 percent in the mid-November sales period. In the final 10 days, car makers delivered 18.75 percent more U.S.-built cars.

GM's domestic sales bounded up 18.90 percent and each of its divisions reported gains.

Ford Motor's sales rose 3.62 percent. Ford Division's Probe sales continued to pace Mustang deliveries. Continental sales saved the month for Lincoln-Mercury.

Chrysler Motors sold 5.41 percent more U.S.-built cars this November, although its Chrysler Division deliveries were off 26.38 percent from last November.

The two newest transplant car operations, Mazda and Toyota, reported exponential gains. Mazda increased its sales fivefold, and Toyota's deliveries of U.S.-built cars rose nearly one and a half times. Both were just beginning to sell U.S.-built cars one year ago. Nissan sold 35.90 percent more U.S.-built cars in November, and Honda delivered 34.87 percent more cars.

MARKET SHARES, NOV. 1988

	Total Sales	Pct. of Total
SUBCOMPACT	72,245	9.14
COMPACT	153,006	19.36
INTERMEDIATE	220,911	27.94
STANDARD	103,094	13.04
SPECIALITY	2,803	0.36
IMPORT	238,722	30.16
TOTAL	790,771	100.00

IMPORTED CAR SALES

	Nov. 1988	Nov. 1987	11 Mos. 1988	11 Mos. 1987
Acura	10,075	9,740	118,406	98,031
Alfa Romeo	232	372	4,117	5,868
Audi	1,386	2,303	21,837	30,486
BMW	6,642	6,291	86,190	81,096
Chevrolet	8,107	11,831	147,423	125,595
Chrysler	816	616	9,361	10,616
Daihatsu	1,054	0	10,837	0
Dodge	3,471	3,456	40,111	33,936
Ford	5,164	3,224	65,429	23,039
Eagle	2,313	1,391	17,029	12,144
Honda	30,221	27,341	232,114	271,722
Hyundai	17,732	16,074	242,930	244,265
Isuzu	1,589	2,722	22,988	35,797
Jaguar	1,925	1,761	18,687	20,071
Lincoln	16,884	13,288	172,988	161,063
Maserati	25	73	716	842
Mazda	19,894	19,200	236,805	188,391
Mercedes	6,504	6,748	77,080	82,156
Mercury	1,757	1,917	24,233	43,147
Mitsubishi	4,492	4,983	64,492	62,799
Nissan	40,411	36,226	433,805	494,025
Oldsmobile	2,425	1,726	41,726	63,663
Peugeot	544	873	6,212	8,468
Plymouth	3,179	3,184	44,009	61,737
Pontiac	5,442	2,884	67,536	36,854
Porsche	1,016	1,557	14,510	22,350
Saab	3,088	2,988	35,790	42,002
Sterling	425	1,045	8,517	13,260
Subaru	11,583	13,443	143,197	160,540
Suzuki	228	0	244	0
Toyota	82,894	51,881	619,527	548,903
Volkswagen*	8,109	9,229	133,746	116,979
Volvo	8,134	6,493	92,803	102,529
Yugo	2,002	3,204	30,014	45,972
TOTAL	238,722	246,085	2,803,655	2,856,256

*—Volkswagen totals include U.S.-built models sold after June 30, 1988.

Sales totals compiled by Dawn Dilworth.

U.S. CAR SALES BY MARKETING UNITS

	Nov. 1988	Percent Share	Nov. 1987	Percent Share	11 Mos. 1988	Percent Share	11 Mos. 1987	Percent Share
Alfa Romeo	232	0.03	372	0.05	4,117	0.04	5,868	0.06
American Honda	63,667	8.08	60,994	8.33	694,720	7.15	658,179	7.01
BMW	6,642	0.84	6,291	0.86	86,190	0.89	81,096	0.86
Buick	44,998	5.69	39,013	4.92	583,460	5.99	509,451	5.43
Cadillac	24,267	3.07	19,031	2.60	241,821	2.49	241,499	2.57
Chevrolet	100,533	12.71	92,524	12.64	1,391,912	14.01	1,394,966	14.75
Chrysler	18,061	2.28	24,448	3.34	257,288	2.65	279,388	2.98
Daihatsu	1,054	0.13	0	0.00	10,837	0.11	0	0.00
Dodge	37,492	4.74	29,330	4.01	466,523	4.80	371,639	3.96
Eagle	6,176	0.78	3,559	0.49	60,623	0.62	39,832	0.42
Ford	114,471	14.48	105,547	14.55	1,462,634	15.05	1,263,079	13.46
Hyundai	17,732	2.24	16,074	2.47	242,930	2.50	244,265	2.60
Isuzu	1,589	0.20	2,722	0.37	22,988	0.24	35,797	0.38
Jaguar	1,925	0.24	1,761	0.24	18,687	0.19	20,071	0.21
Lincoln	16,884	2.01	13,288	1.82	172,988	1.78	161,063	1.61
Maserati	25	0.00	73	0.01	716	0.01	842	0.01
Mazda	19,894	2.36	19,200	2.61	236,805	2.43	188,391	2.01
Mercedes	6,504	0.82	6,748	0.92	77,080	0.79	82,156	0.88
Mercury	31,757	4.02	34,917	4.77	484,233	4.78	443,147	4.72
Mitsubishi	4,492	0.57	4,983	0.84	64,492	0.66	62,799	0.67
Nissan	40,411	5.11	36,226	4.95	433,805	4.47	494,025	5.26
Oldsmobile	52,425	6.63	41,726	5.70	663,264	6.83	666,663	7.10
Peugeot	544	0.07	873	0.12	6,212	0.06	8,468	0.09
Plymouth	24,401	3.09	23,984	3.28	315,366	3.25	315,431	3.36
Pontiac	57,061	7.22	50,111	6.85	711,642	7.33	647,221	6.89
Porsche	1,016	0.13	1,557	0.21	14,510	0.15	22,350	0.24
Saab	3,088	0.39	2,985	0.41	35,790	0.37	42,002	0.45
Sterling	425	0.05	1,045	0.14	8,517	0.09	13,260	0.14
Subaru	11,583	1.46	13,443	1.84	143,197	1.47	160,540	1.71
Suzuki	228	0.03	0	0.00	244	0.00	0	0.00
Toyota	62,894	7.93	54,881	7.50	619,527	6.38	548,903	5.85
Volvo	8,134	1.03	6,493	0.89	92,803	0.96	102,529	1.09
VWoA	10,464	1.32	15,046	2.06	180,322	1.86	216,012	2.30
Yugo	2,002	0.25	3,204	0.44	30,014	0.31	45,972	0.49
TOTAL	790,771	100.00	732,053	100.00	9,714,559	100.00	9,386,842	100.00
TOTAL GM	279,215	35.31	239,405	32.70	3,511,519	36.14	3,449,790	36.76
TOTAL FORD	162,092	20.50	154,762	21.14	2,099,860	21.62	1,897,289	20.21
TOTAL CHRYSLER	86,089	10.89	81,326	11.11	1,099,777	11.32	1,006,249	10.72
TOTAL JAPANESE	204,642	25.88	192,068	26.24	2,225,425	22.91	2,148,604	22.89
TOTAL EUROPEAN	41,001	5.18	46,428	6.34	535,048	5.51	640,645	6.82
TOTAL KOREAN	17,732	2.24	16,074	2.47	242,930	2.50	244,265	2.60

Big 3 totals include their captive imports.
Percent share may contain error of one or two points due to rounding.

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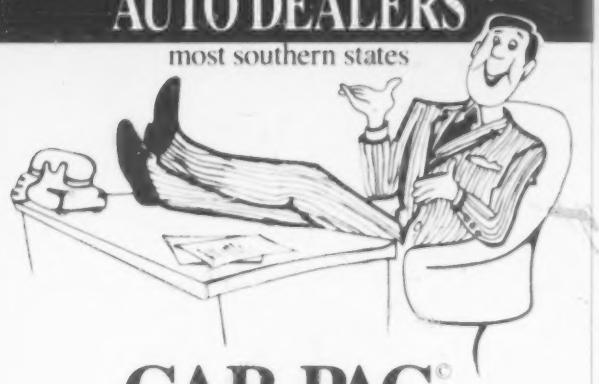

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Porsche top auto brand name

Honda, Toyota, BMW follow in U.S., Japan, Europe survey

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Porsche, Honda, Toyota and BMW are among the 10 most powerful brand names in the world, according to a recent survey of consumers in Japan, Europe and the United States.

Landor Associates, a New York-based consulting firm that conducted the survey, recently asked 3,000 consumers in those three geographic areas about their awareness of and their attitudes toward 2,140 corporate and consumer brand names.

Coca-Cola ranked No. 1 in brand power, followed by IBM and Sony.

Porsche was the fourth most powerful consumer brand name, according to the survey, followed by McDonald's, Disney, Honda, Toyota, Seiko and BMW, in that order.

Each brand name was given an overall brand power rating by formulating both awareness and esteem scores. Ford, which suffered from a low awareness score in Japan, was ranked the 17th most powerful brand name in the study. General Motors ranked as the 37th most powerful brand name.

Many of the same automotive nameplates appeared on lists for the most powerful brand names in each of the three markets. Although consumers in each market tended to rank their own domestic automotive brands higher, some foreign nameplates had strong brand power, pointing to the rising globalization of the auto industry.

European consumers were more impressed by home makes than consumers in Japan or America. Europeans gave all of the first 11 brand power ratings to European cars. Honda placed 12th.

Automotive nameplates made up seven of the 10 most powerful consumer and corporate brands in Europe. Landor attributed the high awareness of car brands to the fact that automakers, unlike makers of other consumer products, market their cars throughout Europe.

"Automotive transcends national barriers," said Stewart Owen, Landor director of research.

"Mercedes, for instance, is ranked in the 10 most powerful brands in Spain, Netherlands, France, Sweden, Belgium, Italy and Germany. But there are brands that are sold in France that are not on any other country's list."

European consumers gave Japanese cars low marks in esteem but they generally had high awareness of those names. For instance, European consumers ranked Toyota 47th among all products in awareness but 329th in esteem. Suzuki was ranked 40th in awareness and 251st in esteem.

"It's less of a case of bad experience than no experience," said Owen, noting that Japanese cars have not been plentiful in Europe until the last several years. Some European countries, such as France and Italy, severely restrict Japanese auto imports.

Japanese consumers were less nationalistic than the Europeans when it came to automotive brand names. Six Japanese car names and four European makes were among the 10 most powerful automotive brands in Japan.

Alan Taylor, Landor senior vice president and general director of the firm's New York office, attributed the high esteem marks for European makes to Japanese consumers' preoccupation with rare luxury items. Since Japanese restrictions and taxes make large European cars more expensive than domestic makes, acquiring a European car is a status symbol in Japan.

JAPANESE MARKET IMAGE RANKINGS

	Image power rank	Share of mind rank	Esteem rank
Toyota	6	19	16
Porsche	22	105	4
Honda	38	58	45
Nissan	51	46	107
Volkswagen	73	148	36
BMW	87	225	11
Mitsubishi	128	76	251
Jaguar	144	244	26
Suzuki	147	85	298
Cadillac	150	211	70
Mercedes-Benz	151	316	1
Mazda	159	113	286
Ford	164	231	71
Isuzu	175	116	373
Daihatsu	180	118	306
Volvo	189	280	24
Audi	201	276	57
Ferrari	253	351	41
Subaru	283	222	453
Chevrolet	271	306	178
Lamborghini	277	376	38
Alfa Romeo	334	399	63
Chrysler	339	351	243
Renault	374	351	274
General Motors	404	441	171
Fiat	431	466	199
Peugeot	442	483	116
Hyundai	460	422	590
Rover	555	565	421
Dodge	588	577	585

SOURCE: Landor Associates

EUROPEAN MARKET IMAGE RANKINGS

	Image power rank	Share of mind rank	Esteem rank
Mercedes-Benz	1	4	2
Volkswagen	3	3	12
Rolls-Royce	4	16	1
Porsche	5	10	3
Ferrari	7	15	5
BMW	8	20	4
Volvo	10	14	28
Jaguar	12	31	11
Ford	13	6	105
Alfa Romeo	21	22	57
Opel	23	13	167
Honda	29	28	136
Fiat	31	7	441
Renault	33	17	277
Audi	34	43	44
Peugeot	36	29	226
Citroen	41	32	287
General Motors	50	51	199
Suzuki	51	40	251
Saab	53	76	84
Toyota	54	47	329
Maserati	56	119	27
Lamborghini	61	148	89
Rover	86	110	154
Mitsubishi	105	88	331
Mazda	111	68	609
Lotus	115	150	96
Bentley	139	165	125
Chrysler	145	100	600
Seat	317	200	617
Vauxhall	418	234	834
Morgan	561	529	466
Daihatsu	584	300	849
Subaru	643	359	844
Isuzu	662	683	809
Hyundai	867	563	876

SOURCE: Landor Associates

In the study of American consumers released in June (Automotive News, June 27), half of the top 10 automotive names in terms of brand power were American. Cadillac received the highest brand power score, followed by GM.

Some of the best known automotive nameplates to U.S. consumers were not always the brands that received the highest esteem scores. Nameplates such as Dodge, Pontiac and Volkswagen received high awareness scores but relatively low esteem scores. By contrast, VW ranked 12th among all products in esteem in Europe, 35th in Japan and 401st in the United States.

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Circle ReaderService #25

Anglo American plans mainland auction for Hawaii cars

Anglo American Auto Auctions will transport used cars from the Hawaiian islands to the mainland to sell at its 21 auctions.

Potential Hawaiian clients include daily rental companies, leasing firms, automobile dealerships, manufacturers and distributors, corporations with fleet vehicles and institutions that finance car loans.

Dennis Thee, vice president of sales and marketing for Anglo American, said there is a huge number of business vehicles owned by daily rental companies operating in Hawaii.

He said the size and population of the Hawaiian islands necessitate shipping the vehicles to the mainland to sell. The dealer body in Hawaii is too small to absorb the number of used cars generated there; neither does it make sense to build an auction in Hawaii, he said.

CHARLES THOMAS

"The bottom line for these Hawaiian businesses is that by doing business with Anglo American, they conveniently accomplish used-car remarketing with one telephone call," said Thee.

He estimated that roughly 60,000 rental vehicles go into the used-car market annually in Hawaii.

"Several leasing firms and corporate fleet departments have also expressed interest," said Thee.

The company has opened an office in Honolulu and said it may establish a vehicle marshalling center where vehicles would be stored and inspected prior to shipping.

Lionel Freitas has been named director of Pacific operations.

Some companies already ship used cars to the mainland to sell them. It takes roughly four to six days to transport them at a cost of $300 to $400 per vehicle.

AUCTION BRIEFS

Plus 10 adds dealers

Greater Chicago Auto Auction said it signed up nearly 50 dealers for its Plus 10 pilot financing program, which allows dealers to delay payment on their purchase of vehicles for 10 days.

"It has gotten very good reception," said Joseph Lyng, manager of Greater Chicago Auto Auction.

To use Plus 10, dealers show their auction buyer's card with the Plus 10 designation. Their payment for the cars must arrive 10 days later.

Dealers can use their credit line to buy any vehicle not exceeding $20,000. There is a limit to the number of vehicles dealers can buy under the program, but the limit can be increased depending on use.

Dealers receive titles when the payment is made.

Fees are $35 for vehicles costing up to $5,000; $50, $5,001 to $10,000; $75, $10,001 to $15,000; and $100, $15,001 to $20,000.

AUCTION DATES

Chrysler Motors

Dec. 13 — Dallas Auto Auction, Grand Prairie, Texas; Arena Auto Auction, Chicago; Greensboro Auto Auction, Greensboro, N.C.; Southern Auto Auction, Warehouse Point, Conn.; Portland Auto Auction, Portland, Ore.; Riverside Auto Auction, Riverside, Calif.; and Hatfield Auto Auction, Hatfield, Pa.

Dec. 14 — A.D.E. of Birmingham, Birmingham, Ala., and Columbus Fair Auto Auction, Obetz, Ohio.

Dec. 15 — Fredericksburg Auto Auction, Fredericksburg, Va.; Indianapolis Auto Auction, Indianapolis; Omaha Auto Auction, Omaha, Neb.; and Southwest Auto Auction, Phoenix, Ariz.

Dec. 16 — St. Louis Auto Auction, St. Louis, and Manheim Auto Auction, Manheim, Pa.

Ford Motor Co.

Dec. 13 — South Seattle Auto Auction, Kent, Wash.

Dec. 14 — Northway Auto Exchange, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C.; Aptco Auto Auction, Taylor, Mich.; Mississippi Auto Auction, Hattiesburg, Miss.; Indianapolis Auto Auction, Indianapolis; Southern California Auto Auction, Fontana, Calif.; and Omaha Auto Auction, Omaha, Neb.

Dec. 15 — Baltimore-Washington Auto Exchange, Baltimore; Arena Auto Auction, Chicago; Dallas Auto Auction, Grand Prairie, Texas; Denver Auto Auction, Aurora, Colo.; Minneapolis Auto Auction, Plymouth, Minn.; Nashville Auto Auction, Nashville, Tenn.; and Southwest Auto Auction, Chandler, Ariz.

Dec. 20 — Harrisonburg Auto Auction, Harrisonburg, Va., and Golden Gate Auto Auction, Fremont, Calif.

Dec. 21 — Albuquerque Auto Auction, Albuquerque, N.M.; Concord Auto Auction, Acton, Mass.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Lakeland Auto Auction, Lakeland, Fla.; Newburgh Auto Auction Inc., Newburgh, N.Y.; and Salt Lake Auto Auction, Salt Lake City.

Dec. 22 — Wednesday Auto Auction, Obetz, Ohio; Skyline Auto Exchange, Fairfield, N.J.; and St. Louis Auto Auction, St. Louis.

General Motors

Dec. 13 — A.D.E. of Birmingham, Moody, Ala.; Florida Auto Auction of Orlando, Ocoee, Fla.; and Manheim Auto Auction, Manheim, Calif.

Dec. 14 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 15 — Arena Auto Auction, Chicago; Ohio Auto Auction, Grove City, Ohio; St. Louis Auto Auction, Bridgeton, Mo.; and Utah Auto Auction, West Bountiful, Utah.

Dec. 20 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and Harrisonburg Auto Auction, Harrisonburg, Va.

Dec. 21 — Atlanta Auto Auction, Atlanta; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Southern California Auto Auction, Fontana, Calif.; Puget Auto Auction, Auburn, Wash.; and Omaha Auto Auction, Omaha, Neb.

Dec. 22 — Butler Auto Auction, Gibsonia, Pa.; Aptco Auto Auction, Taylor, Mich.; Nashville Auto Auction, Nashville; and Denver Auto Auction, Englewood, Colo.

Used Car Sales
Auction Averages

December 88	$5,311
Month ago	$5,878
Year ago	$5,920

Model Breakdown
Auction Averages

	DEC 1988	NOV 1988	OCT 1988
1988 ...	$9,238	$9,514	$9,863
1987 ...	$7,570	$7,330	$7,759
1986 ...	$5,875	$5,997	$6,495
1985 ...	$5,250	$5,077	$5,698
1984 ...	$3,643	$3,721	$4,206
1983 ...	$2,627	$2,948	$3,258
1982 ...	$2,406	$2,228	$2,633
1981 ...	$1,334	$1,706	$1,882
Overall Average	5,311	$5,204	$5,748

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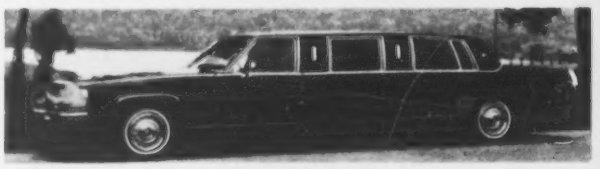

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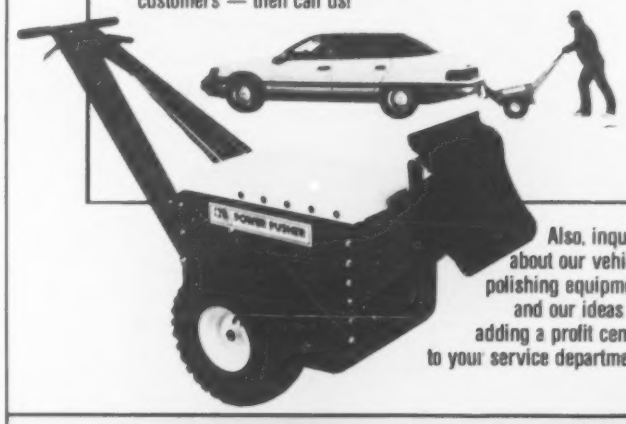

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Circle ReaderService #20

WORLD

FROM PAGE 1

America and Asia-Pacific.

DRI-Europe forecasts that worldwide new-car registrations will rise each year from 1989 through 1993, when demand will reach 35.53 million cars. Despite that projected record performance, the United States, Europe and Japan will not reach 1988 sales levels in 1993, according to the research group. World growth over the next five years will be due to increased demand in Asia-Pacific, Latin America, Africa and the Middle East.

WORLD CAR PRODUCTION FORECAST

	1987	1988	1989	1990	1991	1992	1993
W. Germany	4,374	4,339	4,122	4,173	4,205	4,272	4,316
France	3,052	3,178	2,955	3,049	3,140	3,209	3,153
United Kingdom	1,143	1,196	1,185	1,250	1,321	1,343	1,362
Italy	1,713	1,908	1,811	1,816	1,812	1,793	1,813
Spain	1,403	1,469	1,379	1,375	1,463	1,392	1,422
Netherlands	125	127	131	137	142	146	143
Belgium	277	290	250	217	217	252	268
Total 7 EEC	12,087	12,506	11,833	12,017	12,300	12,406	12,477
Percent change	6.1	3.5	−5.4	1.6	2.4	0.9	0.6
Sweden	432	410	413	427	442	451	462
TOTAL WESTERN EUROPE	12,518	12,917	12,245	12,444	12,742	12,858	12,939
Percent change	5.9	3.2	−5.2	1.6	2.4	0.9	0.6
United States	7,146	7,163	6,853	7,158	7,346	7,444	7,541
Canada	811	977	1,078	1,058	1,163	1,175	1,196
TOTAL NORTH AMERICAN	7,957	8,140	7,931	8,216	8,509	8,619	8,737
Percent change	−9.5	2.3	−2.6	3.6	3.6	1.3	1.4
Japan	7,891	8,040	7,508	7,752	7,575	7,613	7,685
Percent change	1.0	1.9	−6.6	3.3	−2.3	0.5	1.0
Australia	310	340	374	377	372	373	386
Taiwan	175	185	198	205	215	222	227
South Korea	790	886	1,152	1,282	1,433	1,554	1,675
Malaysia	25	43	66	75	82	84	86
India	148	170	182	191	202	207	214
South Africa	190	220	222	226	228	234	240
Mexico	277	342	431	486	504	491	487
Brazil	683	789	841	829	923	943	970
Argentina	166	152	159	165	182	197	198
Eastern Bloc	2,495	2,537	2,599	2,656	2,736	2,822	2,876
Percent change	4.3	1.7	2.4	2.2	3.0	3.1	1.9
WORLD TOTAL*	33,908	34,312	33,440	34,400	35,178	35,665	36,174
Percent change	1.1	3.7	−2.5	2.9	2.3	1.4	1.4
*Exlcudes Double Counting							
Within Europe	435	439	421	425	424	447	442
Europe/U.S.	25	0	0	0	0	0	0
Europe/Canada	9	11	12	11	10	11	11
Japan/South Korea	60	0	0	0	0	0	0
South Korea/Canada	0	0	36	78	92	94	95

Units: 000's

SOURCE: DRI World Automotive Forecast Report, November 1988

WORLD NEW-CAR REGISTRATIONS/SALES FORECAST

	1987	1988	1989	1990	1991	1992	1993
W. Germany	2,916	2,730	2,632	2,699	2,603	2,623	2,660
France	2,105	2,217	1,976	2,035	2,190	2,279	2,146
United Kingdom	2,014	2,195	1,963	1,947	1,968	1,953	1,939
Italy	1,977	2,131	1,957	1,899	1,921	1,964	2,002
Spain	925	1,039	963	997	1,137	1,044	1,089
Netherlands	556	485	525	537	567	580	550
Belgium	406	435	444	449	420	410	428
Denmark	124	91	96	105	124	139	145
Eire	54	60	65	73	68	74	80
Greece	51	53	52	49	56	61	64
Portugal	124	184	196	212	221	234	242
Total EEC	11,251	11,620	10,889	11,002	11,275	11,360	11,343
Sweden	316	331	309	317	329	335	352
Norway	115	83	86	108	122	135	156
Finland	151	156	153	160	155	162	167
Switzerland	303	322	328	339	331	319	327
Austria	243	266	273	281	256	259	276
WESTERN EUROPE TOTAL	12,380	12,779	12,037	12,207	12,468	12,570	12,622
Percent change	6.4	3.2	−5.8	1.4	2.1	0.8	0.4
United States	10,227	10,699	10,190	9,882	10,030	10,379	10,623
Canada	1,057	1,013	981	1,001	1,083	1,162	1,196
NORTH AMERICAN TOTAL	11,284	11,711	11,170	10,882	11,113	11,541	11,819
Percent change	−10.0	3.8	−4.6	−2.6	2.1	3.9	2.4
Japan	3,275	3,609	3,359	3,674	3,522	3,432	3,497
Taiwan	200	272	292	299	304	315	321
South Korea	247	313	384	403	439	484	526
Malaysia	33	41	46	53	63	66	69
India	150	170	182	191	202	207	214
Australia	369	415	453	463	473	483	509
New Zealand	77	66	76	80	84	90	94
ASIA PACIFIC TOTAL	1,325	1,487	1,642	1,700	1,775	1,854	1,943
Percent change	18.4	12.3	10.4	3.5	4.4	4.4	4.8
South Africa	201	227	215	221	220	224	220
AFRICA MIDDLE EAST TOTAL	1,168	1,252	1,289	1,373	1,491	1,574	1,614
Percent change	−1.5	7.2	3.0	6.6	8.6	5.6	2.5
Mexico	194	180	205	245	266	250	247
Brazil	410	530	576	537	631	641	658
Argentina	164	152	158	163	179	194	195
LATIN AMERICAN TOTAL	970	1,104	1,184	1,186	1,319	1,328	1,343
Percent change	−22.4	13.8	7.2	0.3	11.1	0.6	1.2
EASTERN BLOC TOTAL	2,257	2,334	2,407	2,466	2,542	2,630	2,690
Percent change	3.9	3.5	3.1	2.5	3.3	3.2	2.3
WORLD TOTAL	32,657	34,277	33,089	33,491	34,236	34,928	35,528
Percent change	−1.2	5.0	−3.5	1.2	2.2	2.0	1.7

Units: 000's

SOURCE: DRI World Automotive Forecast Report, November 1988

New-car sales in the United States are exceeding all expectations in 1988, according to DRI-Europe, and will probably finish at 10.70 million, a 4.6-percent increase over last year. But DRI says the trend will not continue into 1989. Instead, demand will dip 4.8 percent to 10.19 million.

"With limited growth in consumer spending, rising interest rates and an upward trend in consumer prices projected for 1989, DRI expects to see a decline in 1989, with the market returning to 1987 levels," the report said.

Ted Sullivan, director of automotive analysis, Wharton Economics, agrees that U.S. interest rates will continue to rise.

"The prime rate is at 10.2. We think it will go up to 11 by mid next year," he said.

He suggested that auto loans will follow suit, stealing a lot of affordability and adversely affecting consumer buying attitudes. Sullivan figures that for every 100 basis-point increase, 280,000 vehicle sales are lost.

Sullivan also predicted that imports will get hit the hardest and noted, "The South Koreans will get hit worse because they are in the low end of the market. Those buyers are more sensitive."

Another view on the U.S. front was offered by David Healy, auto analyst, Drexel Burnham Lambert, New York. "I think we're looking at slightly lower sales ahead. They should be reasonably strong until 1990. In 1989, we're looking at market saturation and moderately higher loan interest rates."

Healy believes the U.S. economy will run out of capacity and he predicts there will be "labor shortages, higher prices and the Fed will continue to tighten money."

The National Automobile Dealers Association, which last week released its forecast, shared a similar outlook for 1989. It predicted 10.2 million car sales, citing increases in personal debt, higher vehicle prices and increasingly reliable late models as factors in the pending decline.

The NADA forecasters also noted that for the first time in many years, the average monthly payment necessary to finance a new vehicle will increase faster than family income. It, too, forecasts a difficult time for entry-level vehicles, saying sales of subcompacts will drop more than 11 percent.

DRI expects Western Europe, Japan and the Pacific region to conclude 1988 at record sales levels.

Four of the five biggest European markets — the United Kingdom, France, Italy and Spain — will all surpass 1987 sales. The United Kingdom and France will each eclipse 2 million units for the second straight year, and Italy will go over the 2 million mark for the first time. Spain will break the 1 million barrier in 1988, DRI predicts.

West Germany achieved record volume of 2.92 million cars in 1987 but will decline to 2.73 million this year.

Next year, France, the United Kingdom and Italy will each fall below 2 million units, the research group said. DRI-Europe also expects Spain will drop back below 1 million cars, countering most industry forecasts that the fast-growing Spanish market will continue to expand.

DRI projects that Italy's Fiat will finish the year as the No. 1 seller in Europe, ending Volkswagen's three-year reign. It also predicts that Fiat's hold on first place will continue as availability of its new Tipo mid-range model increases in European export markets.

DRI says new registrations in Japan will rise more than 10 percent in 1988 to 3.61 million cars. But though the Japanese economy will keep growing next year, a more liberal tax structure expected to be introduced in 1990 will cause new-car registrations to decline 6.9 percent to 3.36 million in 1989 as buyers defer purchases. However, sales will achieve a record 3.67 million in 1990 as a result of pent-up demand and lower tax rates.

Registrations will also rise this year year in peripheral markets, including the Pacific region, Africa, the Middle East and Latin America, said DRI-Europe.

The research group said Brazilian demand will increase 30 percent this year to 530,000 units and rise another 9 percent in 1989, through sales will remain well below the record levels of the early 1980s.

Registrations in South Korea will go from 313,000 this year to 384,000 in 1989 and climb to 526,000 in 1993, the report predicts.

DRI-Europe is forecasting less dramatic sales growth in Taiwan, which will rise from 272,000 units in 1988 to 292,000 next year and 321,000 by 1993.

Demand will also rise next year in the Malaysian Peninsula, Australia, New Zealand and India and continue to grow in the early 1990s.

The Latin American markets, including Brazil, Mexico and Argentina, are likewise generally expected to expand over the five-year period.

DRI-Europe said world production will grow 3.7 percent to a record 34.31 million in 1988. But the expected decline in demand next year will cause output to fall by 2.5 percent to 33.44 million. However, further growth is forecast for the early 1990s.

European production will grow by about 400,000 units this year to 12.9 million. Only West Germany and Sweden, with their heavy dependence on the slumping U.S. import market, will produce fewer cars in 1988 than in 1987. But next year, production is expected to fall in almost every European producing nation as total output declines to about 12.2 million units, the report said.

West German car production will continue to fall next year due to further depression of the local car market caused by to higher fuel taxes and an end to tax incentives for catalytic converter-equipped cars, DRI-Europe predicts.

West German producers are also hurt by expected declines in their major European export markets and the overall aging of German-built high-volume mid-range models, the VW Golf, Ford Escort and Opel Kadett. Another factor, according to DRI, is the expected shift of some sourcing from West Germany to lower-cost United Kingdom plants.

DRI-Europe projects that 1993 world car production will be 36.17 million cars, a 5.4-percent increase over 1988. Production in the United States will rise 5.3 percent to 7.54 million from 7.16 million over the five-year period, and western European output will grow less than one percent, to 12.94 million from a projected 12.92 million this year.

Japanese production, however, will fall 4.4 percent to 7.69 million over the next five years, which DRI-Europe attributes to local manufacturers moving more production offshore.

The report projects a 30-percent jump in South Korean production from 886,000 in 1988 to 1.15 million next year and 1.68 million by 1993.

Automotive News Staff Reporter Philly Murtha in Detroit contributed to this report.

PRODUCTION

Truck, auto output hit Nov. record

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

United States truck makers set a production record for November of 358,746, surpassing the previous record of 339,721 set in 1978.

Last month's output was slightly higher than October's 355,438 and 13.96 percent more than the year-ago month's 314,792.

Last week's targeted truck output of 95,003 dipped 3.06 percent from the prior week's 98,005 but rose 12.54 percent from the year-ago week's 84,417.

Year-to-date, 3,949,036 trucks have been assembled, 7.50 percent more than the 3,673,498 built last year at this point.

Carmakers' build of 645,987 for November was the highest for that month since 1985 when 668,083 cars were assembled.

Last week's scheduled production totaled 166,892 cars, 1.77 percent more than the previous week's 163,995 and 11.22 percent above the year-ago week's 150,058.

So far this year, 6,769,014 cars have been assembled, slightly below (0.71 percent) the 6,817,705 built last year at this time.

Companies split last week's scheduled production as follows: General Motors, 46.98 percent; Ford Motor Co., 25.09 percent; Chrysler Motors, 17.44 percent; Honda of America Manufacturing Inc., 4.49 percent; Mazda Motor Manufacturing Co. (U.S.A.) Corp., 3.42 percent; Nissan Motor Manufacturing Co. U.S.A., 1.37 percent; and New United Motor Manufacturing Inc., 1.21 percent.

GM's Lordstown, Ohio, plant remains idle until Jan. 3 to change the paint system. Overtime was slated last Saturday at Janesville, Wis.; Lansing, Mich.; Lordstown, Ohio; Flint, Mich.; Fort Wayne, Ind.; Shreveport, La.; and Moraine, Ohio.

Volvo GM Heavy Truck Corp. increased output at its plant in Dublin, Va., by five units per day to 60 trucks per day. The move adds 50 workers.

Saturday overtime was slated for Ford's Twin Cities, Mo., and Lorain, Ohio, plants. Daily overtime is slated at all Ford car and truck plants this week.

Production rate slips in Canada

Production of cars in Canada for November totaled 79,071, 8.65 percent below October's 86,563 and 19.16 percent below the year-ago month's 97,817.

Last week, automakers scheduled 17,527 cars to be built, 4.47 percent below the prior week's 18,347 and 19.30 percent below the year-ago week's 21,720.

So far this year, 991,628 cars have been built, 29.28 percent above the 767,014 completed last year at this time.

Truck output for November totaled 91,224 units, 7.80 percent above the October output of 84,627 and 32.98 percent above the year-ago month's 68,602.

Truck makers targeted 21,314 units to be built last week, 2.58 percent more the previous week's 20,777 and 11.83 percent above the year-ago week's 19,060.

U.S. CAR	Week Ended Dec. 10, 1988	Week Ended Dec. 12, 1987	Week Ended Dec. 3, 1988	Nov. Total	Jan. 1 to Dec. 10, 1988	Jan. 1 to Dec. 12, 1987
Alliance	0	0	0	0	0	15,994
Total Eagle	0	0	0	0	0	15,994
Horizon	1,500	1,256	2,149	5,999	76,359	43,238
Sundance	3,000	1,977	3,189	9,542	100,695	86,367
Reliant	2,300	3,436	2,700	8,332	86,141	128,579
Acclaim	900	0	954	3,308	5,154	0
Caravelle	0	618	0	56	9,265	40,958
Gran Fury	200	242	233	1,471	19,632	6,896
Total Plymouth	7,900	7,529	9,225	28,708	299,246	306,038
LeBaron K	0	1,034	0	0	7,912	62,056
LeBaron J	3,500	2,812	3,525	10,577	85,202	109,533
LeBaron GTS	200	520	283	707	9,006	36,254
N. Yorker E-Class	0	0	0	0	0	57,102
N. Yorker C-Class	2,700	1,468	2,388	9,153	101,297	17,035
Fifth Avenue	900	1,223	1,053	2,976	31,663	62,468
Total Chrysler	7,300	7,057	7,249	23,413	235,080	344,448
Omni	1,500	1,215	1,985	5,779	74,997	37,806
Daytona	2,300	1,846	2,361	7,070	75,566	60,739
Shadow	2,700	2,512	2,642	8,392	98,040	91,582
Aries	2,200	3,747	2,886	9,896	88,083	121,487
Dodge 600	0	796	0	0	8,549	38,640
Dynasty	3,500	1,642	3,050	12,024	107,854	6,354
Lancer	2	307	256	934	8,921	22,574
Spirit	1,2	0	1,174	3,444	5,524	0
Diplomat	300	394	572	1,428	18,424	14,409
Total Dodge	13,900	12,459	14,926	48,967	486,058	393,591
CHRYSLER MOTORS	29,100	27,045	31,400	101,088	1,020,384	1,060,071
Escort	9,655	9,299	9,285	39,815	395,786	375,989
Mustang	4,599	4,633	4,223	15,372	191,345	204,856
Tempo	3,853	4,095	3,870	14,512	175,219	138,376
Taurus	8,874	7,924	8,714	33,622	377,594	390,843
Thunderbird	3,321	3,012	3,041	7,819	105,961	151,174
Total Ford Div.	30,302	28,963	29,133	111,140	1,245,905	1,261,238
Lynx	0	0	0	0	0	21,352
Topaz	1,647	1,334	1,630	5,653	67,520	44,641
Cougar	2,204	2,758	2,037	6,334	82,233	132,746
Sable	3,020	2,684	3,160	12,083	129,345	117,515
Total Mercury	6,871	6,776	6,827	24,070	279,098	316,489
Continental	1,566	590	1,817	6,213	51,963	12,413
Mark VII	783	564	909	3,088	27,052	27,246
Lincoln	2,351	2,917	2,726	9,312	118,068	135,321
Total Lincoln	4,700	4,071	5,452	18,613	197,083	174,980
Total L-M Division	11,571	10,847	12,279	42,683	476,181	491,469
FORD MOTOR CO.	41,873	39,810	41,412	153,823	1,722,086	1,752,707
Skyhawk	1,180	822	1,147	4,233	27,259	32,846
Skylark/Somerset	1,617	1,359	1,835	7,173	51,875	62,994
Century	3,400	1,777	3,461	16,013	135,595	152,105
Regal (rwd)	0	350	0	0	0	40,175
Riviera	661	263	642	2,690	12,103	12,836
Electra	2,495	1,691	2,515	10,291	86,625	90,956
LeSabre (fwd)	2,901	2,451	2,911	11,356	128,684	137,222
LeSabre (rwd)	180	185	211	890	9,454	9,614
Reatta	270	0	259	620	9,251	0
Total Buick	12,704	8,898	12,981	53,266	460,846	538,748
Cimmaron	0	111	0	0	3,693	10,170
Eldorado	778	619	751	3,183	33,761	20,164
Seville	590	833	562	2,416	22,284	18,995
Brougham (rwd)	1,225	1,991	897	3,623	34,421	73,247
Deville (fwd)	4,760	3,380	5,192	19,400	155,281	135,751
Allante	75	120	75	300	2,089	4,390
Total Cadillac	7,428	7,054	7,477	28,922	251,529	262,717
Cavalier	7,531	7,124	7,242	29,043	339,893	299,244
Camaro	2,625	2,658	2,548	10,903	94,979	116,699
Celebrity	4,350	3,648	4,545	20,674	180,945	283,338
Corsica/Beretta	8,565	8,960	10,157	39,419	415,018	333,229
Monte Carlo	0	1,686	0	0	0	72,100
Caprice	3,865	5,991	3,697	15,905	196,626	189,404
Corvette	450	646	492	2,134	21,883	27,150
Total Chevrolet	27,386	30,733	28,681	116,078	1,249,344	1,321,164
Calais	3,183	3,108	3,023	12,073	113,038	113,927
Firenza	0	431	0	0	5,230	13,516
Cutlass Ciera	1,630	0	1,664	6,323	35,099	108,395
Cutlass Supreme	3,440	1,482	0	9,91	133,648	73,145
Toronado	331	460	312	1,34	14,610	15,502
88 (fwd)	3,359	3,437	3,344	13,728	150,153	171,439
88 (rwd)	225	409	176	649	10,556	14,392
Olds 98	2,007	1,772	1,757	7,160	71,380	69,218
Total Oldsmobile	14,175	11,099	10,276	51,193	533,684	583,132
Sunbird	3,291	2,206	2,426	10,820	106,671	84,596
Grand Am	6,240	4,747	6,010	20,869	232,915	238,281
Firebird	1,655	1,435	1,646	6,950	63,444	74,948
Grand Prix	0	0	0	13,564	132,543	0
Pontiac 6000	2,445	29	2,589	9,364	89,989	67,496
Bonneville	2,971	1,900	2,973	12,215	116,359	120,828
Safari/Parisienne	110	144	97	386	7,122	8,912
Fiero	0	1,096	0	0	13,297	31,778
Total Pontiac	16,712	11,557	15,721	74,168	762,340	626,839
GENERAL MOTORS	78,405	69,341	75,136	325,627	3,257,743	3,332,600
HONDA	7,500	6,811	7,389	31,391	350,755	311,846
Civic	2,460	2,049	2,483	10,473	105,140	85,612
Accord	5,040	4,762	4,835	20,918	245,615	226,234
MAZDA†	5,705	491	4,978	20,929	153,977	3,506
NISSAN	2,284	1,328	2,055	8,341	105,704	111,190
NUMMI	2,025	3,203	1,676	4,786	122,368	182,837
Corolla	1,825	1,107	1,497	4,490	51,224	41,956
Geo Prizm/Nova	200	2,096	179	296	71,141	140,879
VOLKSWAGEN	0	2,029	0	0	36,997	62,948
Golf/GTI	0	1,329	0	0	30,444	46,655
Jetta	0	700	0	0	5,553	16,293
Total Cars, U.S.	166,892	150,058	163,995	645,987	6,769,014	6,817,705
Total Cars, Canada	17,527	21,720	18,347	79,071	991,628	767,014
U.S., Canada Cars	184,419	171,778	182,342	725,058	7,760,642	7,584,719
U.S., Canada Cars and Trucks	300,736	275,255	301,124	1,175,028	12,603,067	12,045,659

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended Dec. 10, 1988	Week Ended Dec. 12, 1987	Week Ended Dec. 3, 1988	Nov. Total	Jan. 1 to Dec. 10, 1988	Jan. 1 to Dec. 12, 1987
Eagle	0	—	0	0	0	—
Premier	1,275	—	1,290	5,629	57,814	—
CHRYSLER MOTORS	1,275	1,364	1,290	5,629	57,814	10,322
Escort	0	—	0	0	0	—
Lynx	0	—	0	0	0	—
Tempo	3,268	—	3,391	13,614	163,701	—
Topaz	1,628	—	1,729	6,848	66,281	—
Crown Victoria	2,895	—	2,985	12,664	124,022	—
Grand Marquis	2,865	—	2,879	12,664	125,658	—
FORD MOTOR CO.	10,656	10,767	10,984	45,790	479,662	414,275
Celebrity	194	—	351	1,748	19,733	—
Cutlass Ciera	3,722	—	4,032	15,781	212,170	—
Cutlass Supreme	0	—	0	0	0	—
Grand Prix	0	—	0	0	0	—
Pontiac 6000	0	—	0	0	29,890	—
Regal	0	—	0	2,626	139,613	—
GENERAL MOTORS	3,916	9,135	4,383	20,155	401,206	319,613
Civic	1,500	—	1,510	6,742	44,917	—
Accord	0	—	0	0	1,828	—
HONDA	1,500	454	1,510	6,742	46,745	14,815
VOLVO	180	0	180	755	6,201	7,989
Total Cars, Canada	17,527	21,720	18,347	79,071	991,628	767,014

U.S. TRUCK☆	Week Ended Dec. 10, 1988	Week Ended Dec. 12, 1987	Week Ended Dec. 3, 1988	Nov. Total	Jan. 1 to Dec. 10, 1988	Jan. 1 to Dec. 12, 1987
Caravan	2,500	—	2,589	9,025	89,043	—
Dakota	2,700	—	2,861	9,595	104,221	—
Mini-Ram Van	200	—	188	807	11,573	—
Pickups	2,700	—	2,861	9,336	82,726	—
Total Dodge	8,100	8,968	8,599	28,763	287,563	301,724
Cherokee	3,800	—	4,582	16,866	177,991	—
Commanche	700	—	858	3,259	41,897	—
Grand Wagoneer	300	—	350	1,368	13,509	—
Pickups	0	—	0	0	0	—
Wagoneer	200	—	232	835	10,336	—
Total Jeep	5,000	4,687	6,022	22,328	243,733	213,631
Voyager	2,100	—	2,307	8,278	82,410	—
Total Plymouth	2,100	—	2,307	8,278	81,775	—
CHRYSLER MOTORS	15,200	13,655	16,928	59,369	610,160	515,355
Aerostar	4,940	—	4,900	16,571	197,938	—
Bronco	1,809	—	2,031	6,906	55,642	—
Bronco II	2,829	—	3,250	11,117	116,338	—
Econoline	5,552	—	5,627	21,554	232,105	—
Heavy trucks	1,374	—	1,229	5,039	62,035	—
Light trucks	11,662	—	12,788	43,299	473,044	—
Ranger	7,672	—	8,126	26,385	310,631	—
Total Ford Div.	35,838	31,490	37,951	130,871	1,447,733	1,417,312
FORD MOTOR CO.	35,838	31,490	37,951	130,871	1,447,733	1,417,312
Astro	3,377	—	3,520	14,483	167,773	—
Blazer	628	—	523	2,192	25,162	—
Mediums/Heavies	356	—	356	1,728	19,084	—
P-Model	959	—	922	2,221	38,654	—
Pickups	10,563	—	9,822	34,899	354,307	—
S-10	6,805	—	6,609	24,776	291,102	—
S-10 Blazer	3,835	—	4,418	15,738	164,080	—
Sportsvan/Van	0	—	0	5,477	86,204	—
Suburban	1,689	—	1,191	5,769	67,134	—
Total Chevrolet	28,212	25,214	27,361	107,283	1,213,500	1,083,654
Jimmy	188	—	162	653	7,366	—
Mediums/Heavies	594	—	519	2,094	33,600	—
P-Model	61	—	98	237	4,838	—
Pickups	3,077	—	3,065	11,508	108,974	—
S-15	1,596	—	1,791	6,437	67,012	—
S-15 Jimmy	1,145	—	982	4,541	46,099	—
Safari	1,009	—	1,024	3,524	43,139	—
Suburban	759	—	859	2,757	30,081	—
Vandura/Rally Vans	0	—	0	1,603	30,617	—
Total GMC	8,429	6,258	8,500	33,354	371,726	360,850
GENERAL MOTORS	36,641	31,472	35,861	140,637	1,585,226	1,444,504
NAVISTAR	1,870	1,822	1,871	7,114	82,212	72,051
NISSAN	2,704	3,228	2,644	9,755	90,605	94,766
AM GENERAL*	450	450	450	1,800	21,780	16,650
MISCELLANEOUS*	2,300	2,300	2,300	9,200	111,320	112,860
Total Trucks, U.S.	95,003	84,417	98,005	358,746	3,949,036	3,673,498

CANADIAN TRUCK	Week Ended Dec. 10, 1988	Week Ended Dec. 12, 1987	Week Ended Dec. 3, 1988	Nov. Total	Jan. 1 to Dec. 10, 1988	Jan. 1 to Dec. 12, 1987
Caravan	3,414	—	3,425	14,164	137,003	—
Mini-Ram Van	204	—	206	862	11,489	—
Ram Wagon	620	—	635	2,721	25,654	—
Ram Van	1,730	—	1,799	7,449	70,277	—
Total Dodge	5,968	8,067	6,067	25,197	244,423	371,413
Voyager	2,526	—	2,622	10,996	121,427	—
Total Plymouth	2,526	—	2,622	10,996	121,427	—
Wrangler	1,248	—	1,318	5,690	50,087	—
Total Jeep	1,248	1,039	1,318	5,690	50,087	34,607
CHRYSLER MOTORS	9,742	9,106	10,007	41,883	415,937	406,020
FORD MTR. (lt. trks.)	3,648	3,628	3,563	15,952	156,036	145,414
Light trucks	3,670	—	3,900	16,765	150,564	—
Vans	1,594	—	1,562	6,840	58,650	—
Total Chevrolet	5,264	—	5,462	23,605	209,214	—
Light trucks	1,839	—	1,167	5,286	72,996	—
Vans	551	—	578	2,739	28,482	—
Total GMC	2,390	—	1,745	9,025	101,478	—
GENERAL MOTORS	7,654	6,101	7,207	32,630	310,692	226,594
NAVISTAR	270	225	0	759	10,744	9,469
Total Trks., Canada	21,314	19,060	20,777	91,224	883,409	787,441
U.S., Canada Trks.	116,317	103,477	118,782	449,970	4,842,445	4,460,939

☆—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.